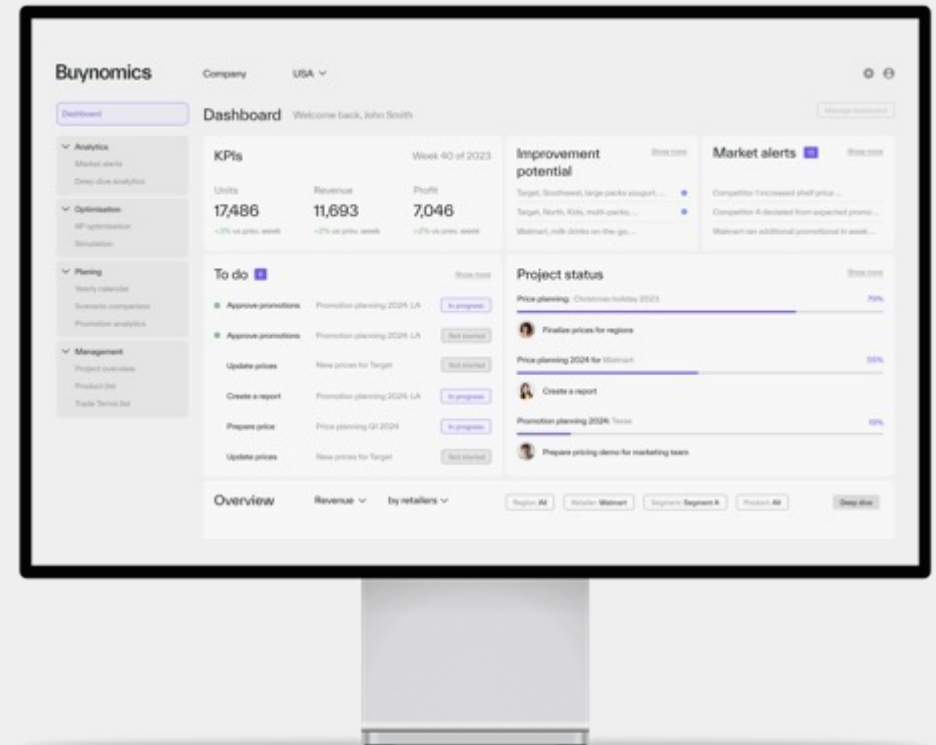
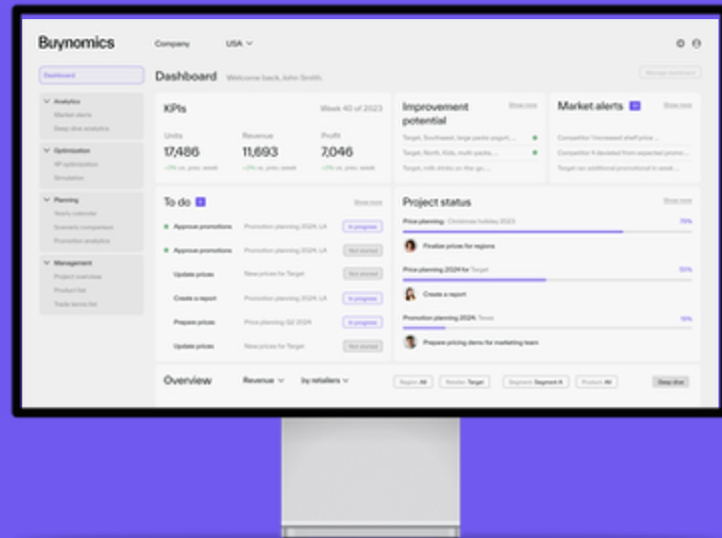


Make better RGM decisions, faster!

All revenue decisions based on a single source of truth - your shoppers.



What is Buynomics?

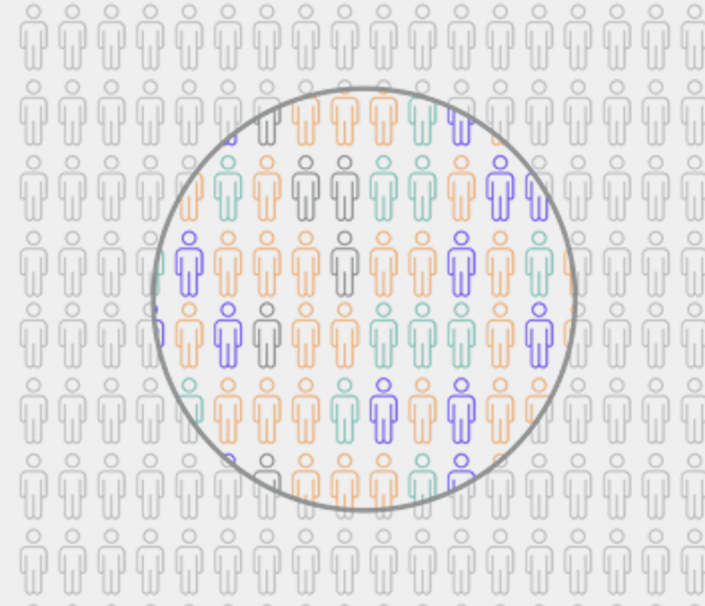


SaaS-Platform for holistic optimization of all revenue levers

Seamlessly integrates **multiple data sources** with advanced AI

Empowers RGM teams to make **faster, shopper-centered, data-driven decisions**

How does it work?



The platform utilizes Buynomics' **Virtual Shoppers AI** to derive shopper preferences from sales data.

The AI predicts shopper behavior with **greater accuracy** than traditional methods

Enabling predictive & prescriptive scenario planning to **optimize sales & margins**

Buynomics models shopper behavior, uncovers their preferences and helps maximizing growth

Know what your shoppers want to buy...



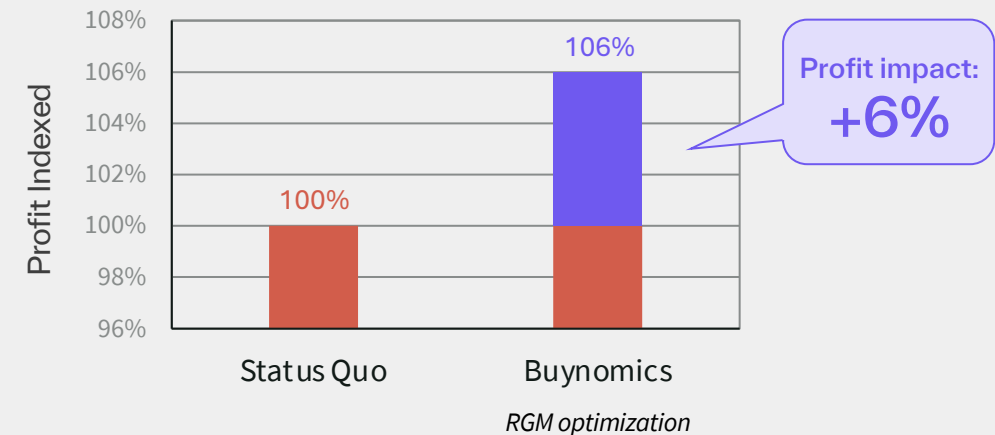
... and how they react to all RGM levers in real-time:

1. Price changes
2. Promotion changes
3. PPA / Portfolio changes
4. Distribution & mix changes

Considering cannibalization within & across portfolios, differentiated on the most granular level available, e.g. region, channel, retailer, week, etc.

Boost your business...

Client example¹



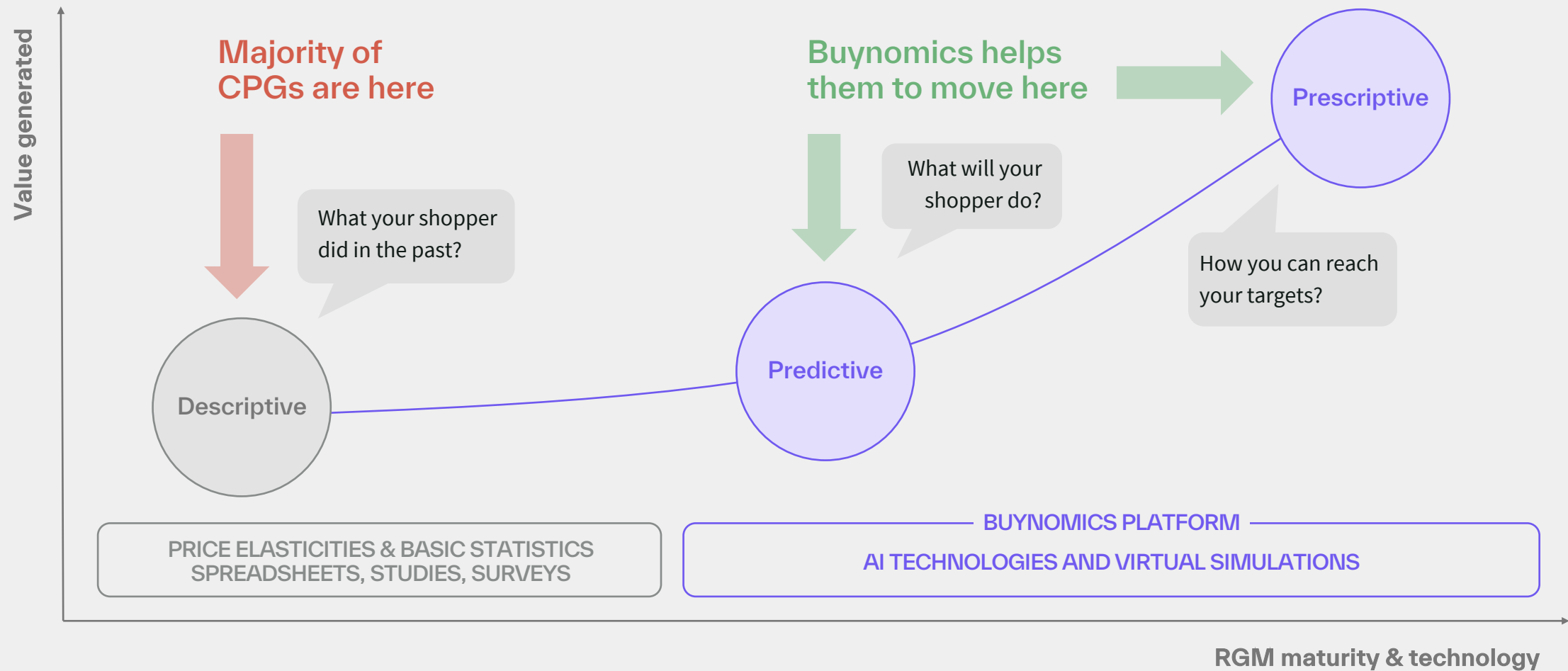
... with Buynomics Virtual Shoppers AI technology:

1. Holistic assessment of all RGM levers²
2. 95%³ predictive accuracy
3. 10x faster RGM decision taking

Leading to up to +6% impact on profitability.

1. Client example based on actual implementation
2. RGM levers such as Pricing, Promotion, PPA and mix
3. Depending on data quality and completeness

From an RGM maturity point of view, most CPGs still struggle with descriptive analytics to unlock growth



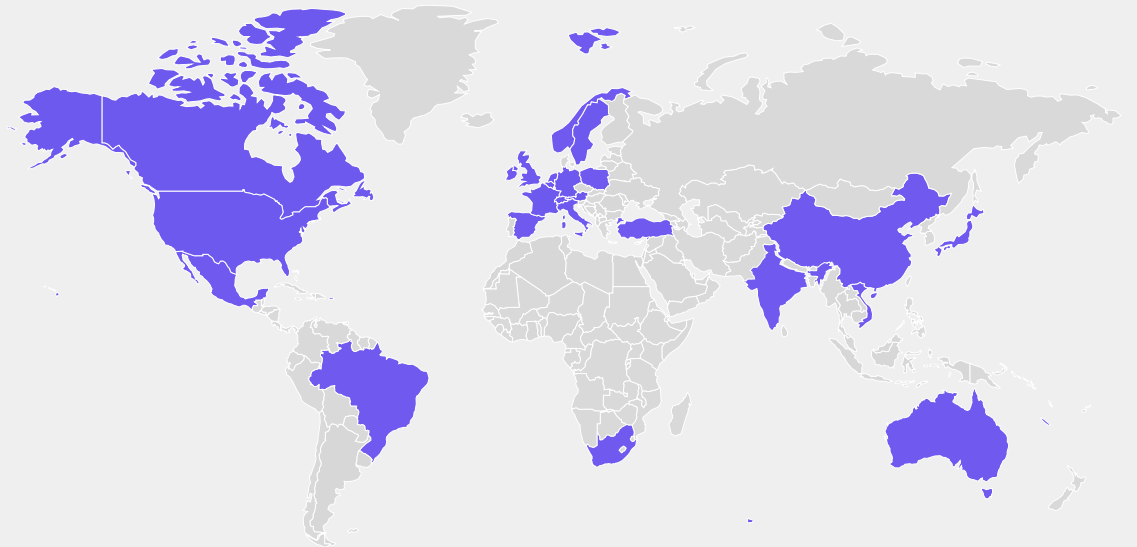
Buynomics helps global leaders uncover top- & bottom-line potential

Selected clients, Buynomics serves



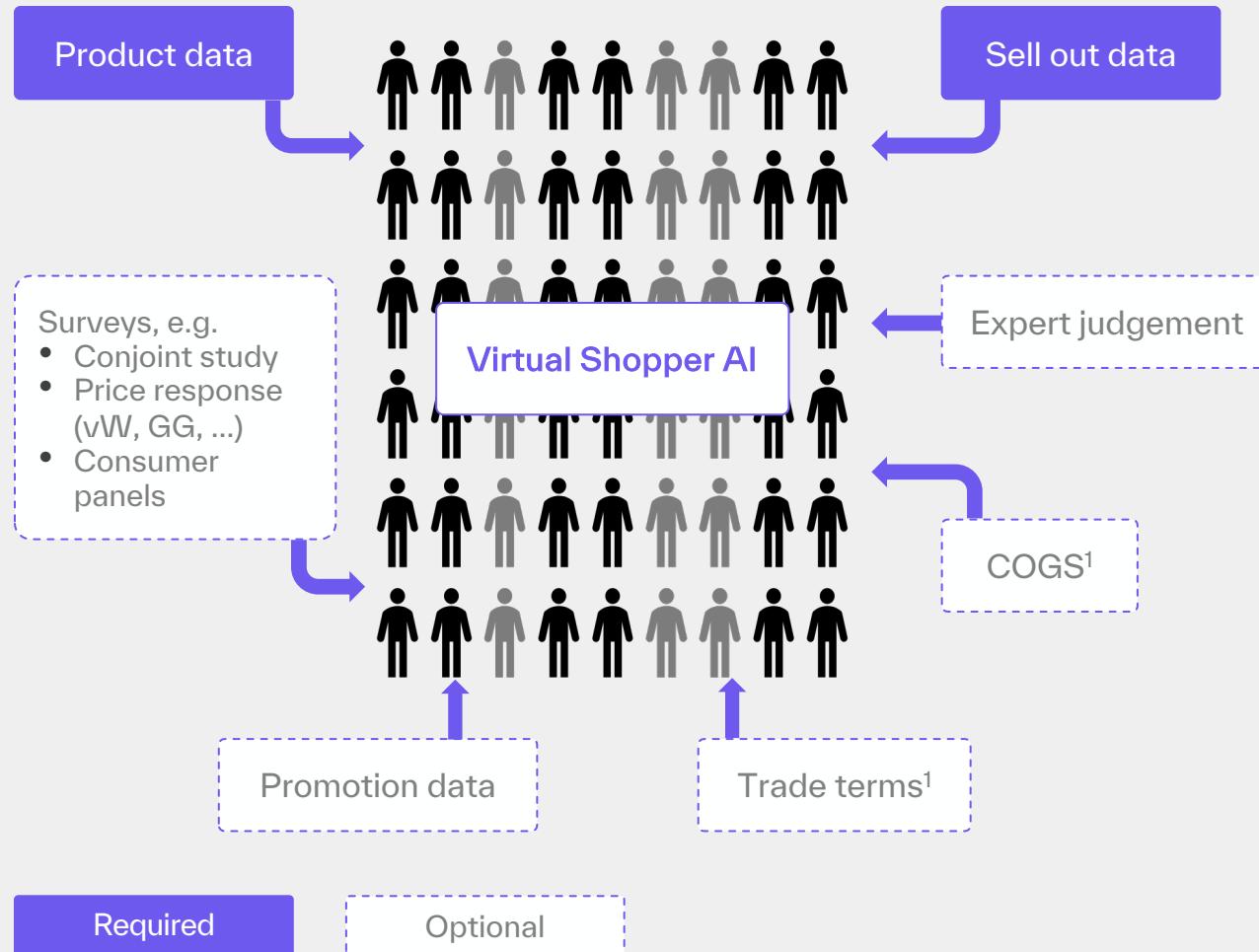
➡ Up to 15 markets covered per client ⬅

Countries covered by Buynomics



Currently in use across a multitude of categories,
e.g., Dairy, Snacks, Cosmetics, Home Care,
Beverages, Mobile Plans

Required customer specific data is ingested by our data agnostic platform



The Buynomics solution takes all relevant data into account and uses it to create virtual shoppers

Depending on the questions to be answered by the model, different data inputs should be focused on



Data updates throughout the year recommended to always consider the latest market trends

¹ Financial information (e.g. COGS, trade terms) is not required for modelling shopper behavior but exclusively for KPI calculation

Client results

5%

• **Profit Uplift**

By testing different pricing and PPA scenarios a global snack company identified a potential profit increase of more than 5%.

AVAILABLE CASE STUDY

20%

• **Uplift in Unit Sales**

By simulating different pricing and promotion scenarios, a leading food and beverage company identified a strategy that led to a 20% increase in unit sales during the first three weeks.

AVAILABLE CASE STUDY

>85%

• **Impact Prediction**

The skincare manufacturer was able to forecast the sales impact of price increases with a >85% accuracy. This allowed to make better pricing decisions, minimizing the risk of negative effects on sales volumes.

AVAILABLE CASE STUDY

12 weeks

• **Productivity Boost**

In just 12 weeks, a global snack company was onboarded onto Buynomics' platform and integrated its data sources (sell-out, product data, and more) and started making decisions based on data.

AVAILABLE CASE STUDY

Recap: How Buynomics consistently provides >50x ROI to its existing customers

Current RGM challenges



Time consuming analyses



Ineffective predictions



Resource intense operations

Solutions provided by Buynomics



Fast AI aided predictive & prescriptive decision-making



Holistic, accurate, and shopper-centric simulation approach



Scalable & flexible solution for different RGM maturity levels

FTE and time savings



Topline impact potential



Budgetary savings



Time saved for running analytics and making RGM decisions usually equals to 1 full FTE/country.

Up to 6% profit impact is expected within first year of implementation

Total cost on other analytics incl. conjoint studies & elasticity studies to be saved per year.

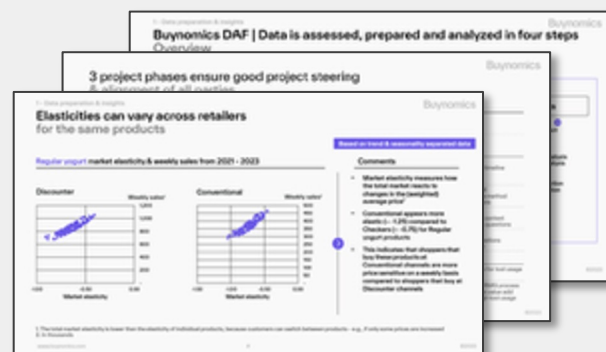
Expected ROI for your org

We typically see a **ROI of 50x to 200x** for our customers based on this calculation.



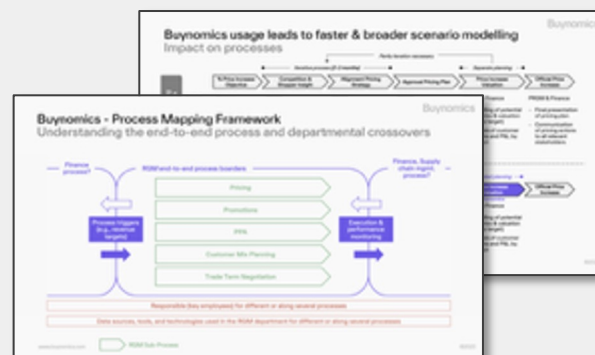
Our experienced Customer Value team¹ offers full support during collaboration

Extensive alignments & value generation during onboarding



- **Close cooperation during onboarding** through 7 predefined touchpoints for optimal project steering
- **Valuable insights already during onboarding** through two larger workshops in the middle and at the end of the onboarding phase
- **Dedicated Customer Value Manager** at your disposal for support & ad-hoc requests during the entire onboarding phase

Proactive support and communication in ongoing



- **Bi-weekly touchpoints during collaboration** with Customer Value Manager to ensure modelling & results interpretation support
- **Ad-hoc support for urgent requests²** from Customer Value Manager available during entire license period
- **Support & sparring for process integration** to ensure the Buynomics tool is successfully embedded in the RGM planning process

What our clients say about our Customer Value team



Doug Hampshire
Head of Customer Value



Frederico Romero
Customer Value Manager



Jessy Bazan
Customer Value Specialist

...part of our expert team

- *"Strong amount of time & support offered"*
- *"I very appreciate the bi-weekly meetings to solve questions and clarify doubts"*
- *"They are always available and listen to what is needed & suggest the best action."*
- *"Buynomics was proactive in finding solutions to my questions beyond what I had initially anticipated"*

1. Team members with background at BCG, Simon-Kucher, Deloitte, Amazon, Uber

2. First response time from Customer Value Manager <24 hours and <6 hours for urgent matters

Next steps: Experience Buynomics

Book a demo

1

Schedule an in-depth session for a tool demo and explanation of the Buynomics Virtual Shoppers AI

Get your team involved

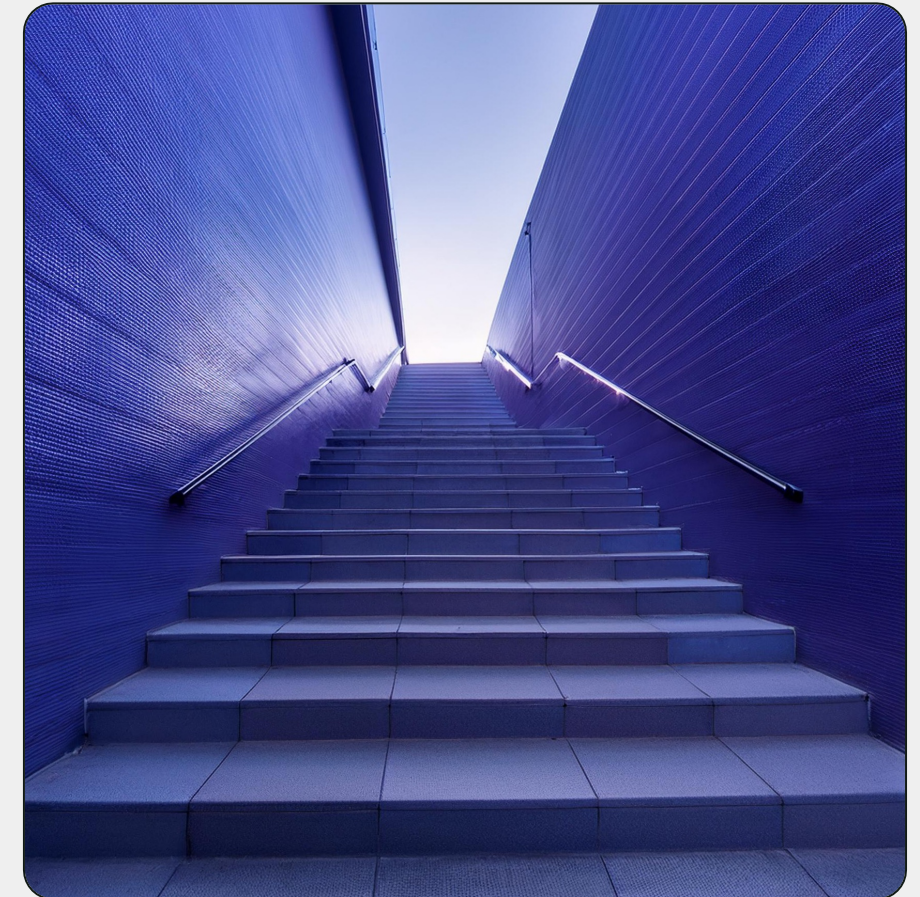
2

Have your team take [the Buynomics RGM Maturity Assessment](#) to benchmark your RGM performance against top industry players

Participate in an educational workshop¹

3

Take part in our expert workshops/masterclasses around best practices for pricing, PPA, and AI application in RGM



1. Limited seats available - alternatively register for our **next webinar** via our website: <https://www.buynomics.com/>

Thanks & please reach out if you have any questions

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